Content types 1: Tutorials, interviews, roundups

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Types of content you can create

- **Tutorials**

- Tutorials are pieces of content that walk people through how to do something
- Think about what you can offer a tutorial about:
  - internal thinking - make tutorials about your own product (ex.: how to install it)
  - external thinking - make tutorials about other things in your industry that are related to your product in a way or another (ex.: Wistia offers video hosting; they make tutorials about how to become better at making videos)
- You can also make tutorials that are unrelated to what you sell but your customers might find interesting
- If you already have customers, you can get inspiration for tutorials from the questions they ask about how your product works

- **Interviews**

- The goal of an interview is to ask someone who knows something some questions, looking for valuable information in their answers

- People love to share their knowledge, and they're flattered when you call them an expert
- Where to find experts:
  - they are often speakers at events
  - industry blogs and websites
  - latest books in your industry
- People who are willing to be interviewed usually make themselves easy to contact, so you'll probably find their email address listed somewhere
- You should come well prepared to the interview - know what your goal is
- Keep in mind that experts have limited time, so try to make the most of it by asking the right questions
- If you're doing an online interview, make sure you record it
- Establish their credentials and ask them to explain how they started or what led them to this industry
- Ask for tips or their favorite tools in your industry
- Ask their opinion on different topics that might interest your audience
- Ask them where people can contact them if they want to connect

- **Roundups**

- In roundups, you ask only one question and a series of experts answer it

- Benefits of doing a roundup:
  - all the experts will promote your article in order to promote themselves
  - you have less writing to do, you can get a longer article just by asking more people
- Give the experts a deadline for sending their answers
- You can use a survey tool to ask the question and gather their information (name, company, website or social media profile)